



U.S. CONSULATE GENERAL

PUBLIC AFFAIRS SECTION

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ARTICLE ROUND UP

NOVEMBER 2011

ASIAN ECONOMIC GROWTH

1. "Promising Prospects in Asia Spell Big Changes Ahead"

Lee Kuan Yew, **Forbes**; 11/7/2011, Vol. 188 Issue 8, p40-40, 1 page.

The article looks at the global economy, focusing on how business prospects and economic growth in Asian countries such as India and China are likely to influence its direction. The author comments on how the middle class is concerned about environmental hazards resulting from China and India's rapid industrial growth. The corruption inherent within India's democracy is also considered.

2. "Making the Transition"

Alejandro Foxley and Fernando Sosso. **The Carnegie Papers**, September 2011, 42 pages.

The authors outline four lessons that middle-income countries should learn to increase the probability that they will successfully transition into advanced economies. They also offer a comparative perspective that focuses on developed countries that had varying levels of success in the transition from middle-income economies to advanced economies in the last twenty years.

3. "Huge in Asia"

Dustin Roasa. **Foreign Policy**, September/October 2011, 4 pages.

The author, a writer based in Cambodia, explores brands and products from the United States that are popular business enterprises in Asian countries, as well as companies that are losing popularity in the United States but gaining in Asia.

U.S ECONOMY

4. "Recent Trends in Small Business Lending"

Liz Laderman, James Gillan, **FRBSF Economic Letter**, 10/17/2011, Vol. 2011, Issue 32, 5 pages.

This article investigates the lending trends in small business in the United States, including the continuing shrinkage of bank loans. It offers a comparison between the lending trends in large banks with at least \$10 billion in assets and small banks with less than \$1 billion in assets. It reveals that small business lending in small banks not backed by commercial real estate are slightly healthier than small business lending that is secured by commercial property.

EDUCATION

5. **"14 Practical Tips for Managing Redos in the Classroom"**
Educational Leadership, Nov 2011, Vol. 69, 2 pages.

The article lists 14 ways for teachers and educators to manage redo assignments in the classroom, including requiring that students submit both attempts along with an analysis, requiring that parents sign the original version, and replacing the previous grade with the updated one.

6. **"Pun Work Helps English Learners Get the Joke"**

Kristin Lems, *Reading Teacher*, Nov. 2011, Vol. 65, Issue 3, 6 pages.

Native speakers of a language learn word play as part of the language acquisition process, but learners of a new language rarely get that opportunity. English has an unusually large number of opportunities for humorous puns, based on the complex system of spellings, pronunciations, and meanings of English words. There are three main categories of English puns, and these are explained and illustrated, along with lesson plans for using puns in classroom with English language learners. Suggested resources are included. [ABSTRACT FROM AUTHOR]

7. **"Teaching Leadership to All"**

Ted. S. Fish, *Independent School*, Fall 2011, Vol. 71, Issue 1, 6 pages.

In this article, the author offers his opinion on whether leadership can and must be taught in schools. He discusses the changing needs of the society wherein developing good leaders is considered crucial. He details the beliefs about children's potential, outstanding pedagogy, and cites several stories related to leadership. He argues that every school must make a strategic and intentional plan to develop young leaders to meet the challenges of the future.

8. **"Learning from New Americans"**

Bill Preble, Carlton Fitzgerald, *Educational Leadership*, Sep. 2011, Vol. 69, Issue 1, 5 pages.

In this article, the authors discuss changes in education and cultural literacy due to the increase of non-white students in the U.S. in the 21st century, focusing on the concepts of student dignity and student expertise. They address questions asked of students in the teacher education program at New England College in Henniker, New Hampshire, regarding how education teachers can best prepare future teachers to understand diverse groups of students, particularly immigrant students.

9. **"Let Strategies Serve Literature"**

Diana Senechal, *Educational Leadership*, Mar. 2011, Vol. 68, Issue 6, 5 pages.

The article discusses a move in U.S. education from the teaching of literature to the teaching of reading strategies.

LIBRARY AND TECHNOLOGY

10. **"Getting proactive"**

Library Journal; 11/1/2011, Vol. 136 Issue 18

The article discusses comments delivered by John Blyberg of the Darien Library in Connecticut at the 14th annual Library & Information Technology Association (LITA) National Forum, which took place from September 29 to October 2, 2011 in St. Louis, Missouri.

11. "Ebooks Everywhere"

Nancy K. Herther, **Searcher**, July/August 2011, 8 pages.

The author, a sociology/anthropology librarian at the University of Minnesota Libraries, examines the impact of the growing e-book trend on the entire ecosystem of books and reading in the United States and abroad.

12. "U.S. Public Libraries and Web Technologies: What's Happening Now?"

Jamie E. Helgren and Zeth Lietzau. **Computers in Libraries**, September 2011, 5 pages.

The authors discuss U.S. public library services and web technologies, focusing on how many libraries were using various web technologies and whether their adoption of Web 2.0 tools contributed to their success as defined by traditional statistical measures of library achievement.

13. "How to Craft Social Media for Graduate Study"

Terence K. Huwe. **Computers in Libraries**, June 2011, 3 pages.

The author, Director of Library and Information Resources at the University of California–Berkeley, offers guidelines on how to make social media more attractive to senior faculty and their graduate students.

SOCIAL MEDIA

14. "Social Strategies That Work"

Mikoaj Jan Piskorski, **Harvard Business Review**, Nov. 2011, Vol. 89, Issue 11, 7 pages.

Although most companies have collected lots of friends and followers on social platforms such as Facebook, few have succeeded in generating profits there. That's because they merely port their digital strategies into social environments by broadcasting their commercial messages or seeking customer feedback. To succeed on social platforms, says Harvard Business School's Piskorski, businesses need to devise social strategies that are consistent with users' expectations and behavior in these venues--namely, people want to connect with other people, not with companies. The author defines successful social strategies as those that reduce costs or increase customers' willingness to pay by helping people establish or strengthen relationships through doing free work on a company's behalf. Citing successes at Zynga, eBay, American Express, and Yelp, Piskorski shows that social strategies can generate profits by helping people connect in exchange for tasks that benefit the company such as customer acquisition, marketing, and content creation. He lays out a systematic way to build a social strategy and shows how a major credit card company he advised used the method to roll out its own strategy.

15. "Social Media as An Advocacy Tool"

Sabrina Kidwai, Catherine Imperatore, **Techniques: Connecting Education & Careers**, Sep. 2011, Vol. 86, 4 pages.

The article focuses on the use of social media to advocate the importance of career and technical education (CTE) in the U.S. It mentions the utilization of social media as an important tool to promote the value of CTE programs and educate policymakers on the critical need for the said educational initiatives. It cites the ways to use several online social networks and applications, including blogs, Facebook and Twitter, to boost the value of CTE.

16. "Website mistakes: the 10 to avoid"

Alex O'Byrne, Piers Thorogood, **Bookseller**, 7/1/2011, Issue 4587, 2 pages.

The article discusses dealing with common publishing website mistakes. Creating a website navigation feature that resonates with the target audience is recommended instead of focusing more on company structure. It is necessary that the design of the website should be suited to the book category being promoted, whether its science fiction or children's literature. The integration with other social networking websites such as Twitter and Facebook can be beneficial in the promotion of web content to others.

17. "Social Media in Libraries: Keys to Deeper Engagement"

Nancy Davis Kho, **Information Today**, Jun 2011, Vol. 28, Issue 6, 3 pages.

The article provides insights for libraries on developing social media engagement. Among the primary goals of social media use in libraries are relationship-building with customers and marketing and promotion. The success of such an engagement is said to depend on integrating overall goals with management buy-in. South Carolina State Library (SCSL) communications director Curtis Rogers stresses the importance of social media to the competitiveness of libraries.

GLOBAL ISSUES

18. "Unwasted Energy"

Cynthia Wagner, **Futurist**, Nov 2011, Vol. 45, Issue 6, 2 pages.

The article reports on the efforts of researchers to capture wasted energy and turn it into useful sources of electricity. It is said that the environment is full of largely wasted energy. Communications devices transmit energy at different frequency ranges and this poses one of the challenges in energy capture. Electrical and computer engineering professor Manos Tentzeris said that they are using an ultra-wideband antenna that helps exploit many signals in different frequency ranges, giving them more power-gathering capability.

19. "Updating the Global Scorecard: The 2011 State of the Future"

Jerome Glenn, **Futurist**, Nov. 2011, Vol. 45, Issue 6, 5 pages.

The article presents an overview of The Millennium Project's annual State of the Future report that offers a macro snapshot of the rapidly evolving future. It is said that civilization may be more profoundly changed than did the industrial or information revolutions as a result of the advent of the biological revolution. It is increasingly clear that the world has the resources to address its challenges, after 15 years of The Millennium Project's global futures research. It refers to several indicators of progress or regress that were selected by an international Delphi panel to determine how the world is doing in this race.

20. "Thinking Big"

Joel Moxley, **Technology Review**, Sep/Oct 2011, Vol. 114, Issue 5, 2 pages.

In this article, the author stresses the need for developing new technologies for discovering new resources of energy. He discusses the depletion of existing energy reserves and growing global demand and mentions the culture in energy industries where big companies are reluctant to adopt new technologies and work with new businesses. He advises new businesses to work patiently towards developing a long-term relationship with big companies.

BUSINESS AND MARKETING

21. "Why Consumers Rebel Against Slogans"

Juliano Laran, Amy Dalton, Eduardo Andrade, **Harvard Business Review**, Nov. 2011, Vol. 89, Issue 11.

The article looks at consumer behavior, focusing on why consumers dislike the use of certain slogans in the marketing of various products. Studies are discussed which found that consumers are likely to spend less money on products with slogans intended to incite spending and are likely to spend more money on products with savings-related slogans. Information is also presented on the relationship between consumer behavior and the size of product logos.

22. "How Great Companies Think Differently"

Rosabeth Moss Kanter, **Harvard Business Review**, Nov. 2011, Vol. 89, Issue 11, 12 pages.

Corporate leaders have long subscribed to the belief that the sole purpose of business is to make money. That narrow view, deeply embedded in the American capitalist system, molds the actions of most corporations, constraining them to focus on maximizing short-term profits and returns to shareholders at the expense of worker safety and health, the environment, and society in general. In this article, HBS professor Kanter argues that a very different logic informs the practices of most high-performing and sustainable companies: An institutional logic. These companies believe that they are more than moneymaking machines; they are a vehicle for advancing societal goals. They deliver more than just financial returns; they also build enduring institutions. At great companies, institutional logic takes its place alongside economic logic in research, analysis, and managerial decision making. Six facets of institutional logic--a common purpose, a long-term focus, emotional engagement, partnering with the public, innovation, and self-organization--radically alter leadership and corporate behavior and form the building blocks of a more sustainable competitive advantage.

23. "Can Risk Managers Manage Risk?"

Justin Fox, **Harvard Business Review**, Nov. 2011, Vol. 89, Issue 11, 2 pages.

The article looks at financial risk managers, focusing on the benefits and drawbacks of various quantitative financial risk management methods. Factors important to quantitative risk management are reviewed, including volatility, prices, and judgment. A list of related literature is also presented, including "Thinking, Fast and Slow," by Daniel Kahneman, "The Most Important Thing: Uncommon Sense for the Thoughtful Investor," by Howard Marks, and "Red-Blooded Risk: The Secret History of Wall Street," by Aaron Brown. The author also considers the role of intuition in risk management.

24. "The Great Repeatable Business Model"

Chris Zook, James Allen, **Harvard Business Review**, Nov 2011, Vol. 89, Issue 11, 8 pages.

The sharper a company's differentiation, the greater its competitive advantage. In studying companies that sustained a high level of performance over many years, the authors, both partners at Bain, have found that more than 80% of those companies had a well-defined and easily understood differentiation at the center of strategy. But differentiation can wear with age: The growth it generates creates complexity, and complex companies tend to forget what they're good at. Often they respond by trying to re-imagine their entire business models quickly and dramatically. That's rarely the answer, the authors write. Really successful companies relentlessly build on their fundamental differentiation, going from strength to strength. They learn to deliver it to the front line, creating an organization that lives and breathes its strategic advantages day in and day out. They learn to sustain it through constant adaptation to changes in the market. And they learn to resist the siren song of today's hot market better than their less-focused competitors do. The result is a simple, repeatable business model that a company can apply to new products and markets over and over again to generate sustained growth.

25. "It's Hard to Be Good"

Alison Beard, Richard Hornik, Heather Wang, Meghan Ennes, Erin Rush, Samantha Presnal, **Harvard Business Review**, Nov. 2011, Vol. 89, Issue 11, 8 pages.

Excellence in community engagement, labor relations, environmental protection, corporate governance, and supply chain accountability isn't easy to achieve. But in the long run, top performance in those areas strengthens an organization, as the five companies profiled in this article demonstrate. They prove that doing the right thing isn't at odds at all with building the bottom line, and in fact it can be integral to a firm's economic logic. Dutch chemical maker Royal DSM, for instance, not only specializes in nutritional and environmental products but gives them away to people in need. That unconventional move is helping DSM win the talent war and crack critical markets. Southwest has become America's largest domestic airline by committing to employee happiness. China's Broad Group has won industrial customers worldwide with its energy-efficient air conditioning and filtration systems and is now moving into sustainable building construction. Potash Corp, a Canadian fertilizer company, has raised the bar on transparency in governance--and is reaping the reputational rewards. And Unilever has proved that it is possible to make your supply chain more sustainable, even if you sell 170 billion products across 180 countries a year and run 250 factories.